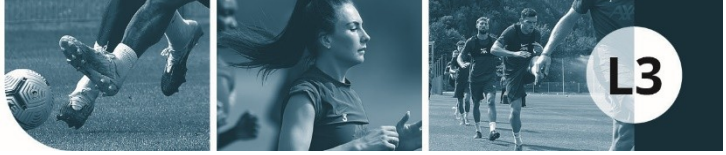
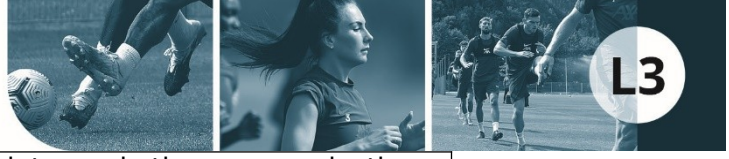


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**UNIT 14: MARKETING COMMUNICATIONS**
Learning aim	C Present a marketing communications plan to a client for a specific product or service
Assignment title	A presentation to a client about a marketing communications plan for a specific product or service
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	For work experience you have been allocated a sports promotion business. You will be working closely with one of the marketing executives. You have been asked to create a presentation for a client containing all elements of the marketing communications plan for a specific product or service, including timelines and costs.

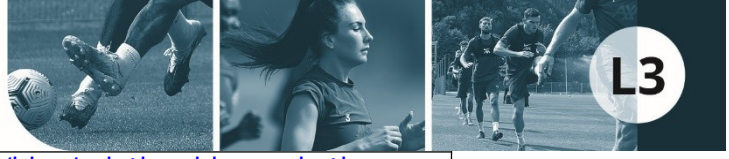
Task 1	A presentation to a client containing all elements of the marketing communications plan for a specific product or service, including timelines and costs. You will need to produce a marketing communications plan. The plan will show that you have taken into account the aims and objectives of the marketing communications, the target audience, the budget within which they are working, the resources available and any constraints such as time and ethical constraints. The plan should be fully justified and will show that you have taken into account the aims and objectives of the marketing communications. You will produce a presentation for an audience and an evaluation, showing how the marketing communications plan would meet the needs of the target audience. The presentation should be split into two sections and contain the following information: **Section 1: Plan a marketing communications package** • Aims and objectives • Identifying target market • Campaign summary with proposed communication tools



	• Identifying an appropriate marketing communications mix for the plan • Allocating resources: physical, financial, staff • Identifying constraints: time, budgetary, ethical **Section 2: Present a marketing communications package** • Types of presentation – internal, external, face to face, online, recorded, group/individual • Design of presentation – consideration of audience, content, running time, use of visual aids, use of audio, use of storyboards, use of web pages, script, use of presentation software, links to websites, contingency planning for technical problems
Checklist of evidence required	A presentation to a client about a marketing communications plan for a specific product or service, covering the following areas: • Plan a marketing communications package • Present a marketing communications package

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
C.P4	Develop a marketing communications plan for a product or service to meet the needs of a client
C.P5	Demonstrate, using an appropriate method, the ability to present an original, creative marketing communications plan
C.M3	Present a fully justified, professional marketing communications plan, taking into account constraints, resources and target audience
C.D3	Evaluate the extent to which the proposed marketing communications plan meets the needs of the client

Sources of information to support you with this Assignment	Adams M et al – BTEC Level 3 National Sport (Performance and Excellence) Student Book (Pearson, 2010) ISBN 9781846906510 Adams M et al – BTEC Level 3 National Sport Teaching Resource Pack (Pearson, 2010) ISBN 9781846906541 Gledhill, A., et al. (2016), BTEC Nationals Sport Student Book 1, Pearson Education, ISBN 9781292134000 Phillips J et al - BTEC Nationals Business Student Book 1 + Activebook: For the 2016 specifications (BTEC Nationals Business (Pearson, 2016) ISBN-10: 129212624 **Websites** Marketing Schools produces helpful guides and notes on different marketing strategies used by professionals. www.marketing-schools.org/types-of-marketing/relationship-marketing.html Referral Rock is a blog site for growth marketing and insights, producing blogs and guides.



	https://referralrock.com/blog/relationship-marketing Marketing week https://www.marketingweek.com Institute of customer service www.instituteofcustomerservice.com Business case studies www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners.
Other assessment materials attached to this brief	